

The Eyes of Washington's Buying Public Will Be Focused "BEHREND'S" WAY Tomorrow

TOMORROW Behrends' New Dept. Store Opens Its Doors to the Shopping Public

Twenty new departments have been added and an entirely new, wonderfully complete, well selected stock awaits your inspection. Every member of the family can be outfitted. The phenomenal values that have made this store town talk in the past and its rapid growth possible, will be eclipsed in the future. The splendid unequaled values embraced in this opening and are but a sample of what Washington buyers can expect in the future.



BEHREND'S
NEW DEPARTMENT STORE
"Where Your Dollars Count Most"
720-22-24 7th STREET N. W.



Our Old Home

NO MAIL, C. O. D. or PHONE ORDERS IN THIS ONE-HALF HOUR SALE

To Familiarize All Washington With Our Live Snappy Business Methods and to Introduce Our Various Departments, We Inaugurate for the Opening Days a **HALE HOUR BARGAIN SALE**, That For Value Giving Has Never Been Equalled

8:30
\$6.99 Women's Long Black
Kersey Coats
\$1.99

100 women's long black kersey cloth coats, splendid quality material, new semitailored model, single breasted, with mannish revers, and hip pockets, strictly man-tailored. From 8 to 8:30 only. (Limit 1.)

9 to 9:30
\$1.00 Women's Perfect French Kid Gloves
55c

Perfect quality, women's very best imported French kid gloves; soft flexible quality with embroidered backs, and gusseted fingers, insuring extra strength and service. In white, black, tan, brown, and gray. From 9 to 9:30 only. (Limit 1 pair.)

10 to 10:30
39c Women's FLANNELETTE KIMONOS
17c

Women's pretty oriental and flounced patterns, velvet fleeced nap flannellette kimonos. Shirred or strapped yoke style, with solid color or Persian band trimmed fronts and sleeves. (Limit 2.)

11 to 11:30
Bed Sheet Sale
50c Double Bed Sheets.. 29c

Full double bed size, perfect quality bleached sheets of heavy round thread cotton, free from starch or dressing. Hand torn and ironed and finished with 3-inch hems. (Limit 2.)

12 to 12:30
Messaline Satin Petticoat Sale
\$2 Satin Skirts... 99c

150 women's charming finish satin petticoats; new close fitting model, daintily made with deep accordion pleated flounces, trimmed at top with row of cording. Choice of 15 new colorings, including black and white. (Limit 1.)

1 to 1:30
25c and 35c Famous Burson Hose
10 1/2c

BURSON
LASHES
HOSE
The only absolutely seamless narrow ankle hose; 1/2 hose price 10 1/2c. Limit 2 pairs.

2 to 2:30
Women's 25c & 39c Winter Fleece Ribbed Underwear
15c

Heavy weight close woven thick fleece backed ribbed shirts and drawers for women and misses. Pearl button silk worked shirts and drawers. Subject to slight imperfection. Limit 4.

ALL DAY SELLING Bargains Briefly Told
15c and 19c Ribbons,
9c
10c Pearl Buttons
2 1/2c
75c Leather Hand Bags
47c

3 to 3:30 Dress Gingham Sale
10c, 12 1/2c & 15c Dress Ginghams
67c

Thousands of yards of best Dress Ginghams in a magnificent assortment of beautiful plaids, checks, plain colorings, and striped patterns, including nurses' stripes, colors warranted absolutely fast and cut fresh from pieces. Limit 20 yds.

4 to 4:30 Coat Suit Sale
\$12.50 & \$15 New Fall Coat Suits
\$6.99

For 30 minutes only, choice of Women's and Misses' best all-wool Storm Serge Suits, in the new long cutaway front models. Heavily satin lined and finished with satin dress shield protectors. Pretty shades of black, blue, gray and brown. Limit one.

5:00 to 5:30 WAIST SALE
50c and 75c Black Satine Waists
29c

Neatly made, tailored waists of substantial quality Black Satine. Perfect fitting, well made models with high collars, long sleeves, embroidered and fine tucked, and buttoned down the front. Limit 2.

ALL DAY SELLING All-Day Bargain Briefs
15c to 25c Silk Dress Braid Trimmings
9 1/2c

25c Women's and Misses' Golf Gloves,
17c
75c Women's Corsets,
47c
39c Women's Outing Under Skirts,
23c
Wonderful \$1.50 Umbrellas,
98c

An entire New Stock of Dress Goods and Silks Awaits Your Inspection.
35c Sheno Silk, 19c
39c Serges and Henriettes, 25c
69c Broadcloth, Storm Serge, Bedford Cord, Batistes, Shepherd Checks, etc., 45c
\$1.25 Satin Lustre Broadcloth, 85c
\$1.00 Yard Wide Black Taffeta Silk, 69c
25c Bookfold Lining Satins, in all colors, 13c

Introducing Our New Men's Furnishing Department by Offering \$1.50, \$2, \$2.50, \$3 and \$3.50 Manhattan Shirts

Manhattan Shirts, 87c

A SAMPLE OF WHAT YOU MEN MAY EXPECT IN THE FUTURE IN THIS DEPARTMENT

The name "Manhattan" is so well known that its merits need no further eulogizing. These identical shirts are sold by high-class furnishers from \$1.50 to \$3.50. Included in this lot are full dress shirts in plain, pique, and madras bosoms—soft negligee, colored stiff and pleated bosoms, in white and neat light, dark and novelty effects; made in coat styles with cuffs attached and detached. All in this fall's newest patterns. Every shirt warranted absolutely perfect. For one day's selling

Men's \$5.00 Blanket Bath Robes, \$2.87. Extra heavy quality, satin faced and piped edges, made with cord at neck and girdle at waist. In neat and desirable patterns and colorings.	Men's \$5.00 Wool Coat Sweaters, \$2.85. Heavy shaker and fine close knit all-wool Coat Sweaters, in V-neck and big shawl collar style. Made with hip pockets, and guaranteed button holes. Gray, brown, dark olive, and navy. All sizes.	Men's 50c and 75c Pure Thread Silk Sox, 29c. Full fashioned, heavy justness quality Silk Half-Hose, made with extra high spliced heels and double soles. In black and all colors; all sizes.	Men's \$1.00 and \$1.50 Underwear, 67c. Silk and wool underwear, Wright's wool fleeced Health Underwear, and Maco yarn Derby Ribbed Union Suits, all sizes. Values to \$1.50, opening 67c price.	50c Warm Ribbed and Fleece Underwear, 34c. Sanitary fleeced-lined underwear, made with extra heavy velvet fleecing, and heavy weight ribbed undergarments, of good elastic combed yarn. Shirts and drawers to \$1.50, all sizes.	Men's 25c Brighton and Paris Pant Garters, 11c. Men's 25c Kremenitz 14-kt. gold-plated collar buttons; all sizes and shapes.
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Buy Comforts and Blankets at these special opening prices:
69c Baby's Teddy Blankets, 33c
Pink and Blue Baby's Wool Nap Blankets, in neat figures and plaid designs... 33c
\$5.00 Australian Wool Blankets, \$2.95
Extra large size heavyweight Wool Blankets, soft fluffy quality; finished with broad silk tape. In white and gray, with pink or blue borders... **\$2.95**
\$1.25 White Cotton Filled Silkoline Comforts, 89c
Full size, warm, bed comforts, filled with pure white cotton and covered with pretty fast color light silkoline... **89c**
89c Double Blankets, 69c
White and gray, nice quality double Blankets, full size; nice weight; pink and blue borders... **69c**
\$3.00 Portieres, \$1.98
Handsome mercerized silk finish reversible Portieres, in rich shades of green and garnet. Heavy corded fringe... **\$1.98**
75c Couch Covers, 49c
Reversible pattern, Oriental stripe. Couch Covers, corded fringe, convenient size; fringe edged... **49c**

39c Mexican Lace Scarfs and Shams, 19c
10c Hair Netts, 3c
50c to \$1 Jewelry
25c
59c Satine Petticoats, 37c
89c Mourning Veils, 47c
5c Hemstitched Ladies' and Children's Handkerchiefs, 2 1/2c

Every Mother Should Familiarize Herself with Our Boys' Department's Splendid Values

\$3.50 Boys' Norfolk Suits
Fancy worsted Suits in rich gray, blue, and brown colorings, in stripe and mixture effect. Double breasted Norfolk Coats, buckled knickerbocker pants; 6 to 16 years... **\$1.87**
Clothing Stores Get \$5.95 for These All-Wool Suits
Every thread wool fancy cassimeres and worsted Suits for boys 6 to 18 years. Handsome novelty effects in pretty shades of blue, gray, and brown; also plain blue serge Norfolk styles, with knickerbocker pants... **\$3.69**
\$1.50 Boys' Cloth Eton Suits
Fancy striped cassimeres Suits, Eton style with belt, tie, and modulation trimmed. 2 to 8... **97c**
25c Boys' Rah Rah Hats
Small boys' Hats—new rah rah shape in blue, gray, and black, with contrasting color set in bands... **13c**
25c Boys' Silk Poplin Ties
All silk Poplin Ties in every wanted color; full length pointed end style... **18c**

You'll Be Amazed at the Style, Fit, Workmanship and Quality of the Suits, Dresses, Etc., We Put Out at Popular Prices

\$15 Handsome Coat Suits
Superbly tailored Suits of all wool heavy weight storm serge, stylish 36 and 40 inch length coat, made in the new rounded bottom front and semi-fitted back style, and heavy satin lined; broad covered edges with silk braid or velvet. Back of coat ornamented with buttons, new draped skirt, trimmed to match coat. In all colors... **\$9.77**
\$10 Fashionable Zibeline and Pile Fabric Coats
Women's nobby coats of the popular rough zibeline and pile fabrics, made in 4 of this season's handsomest models, including the 3/4 length close fitting rounded front bottom coats, with collars and cuffs of broad velvet, or imitation fur, large silk frog fastened and buttoned high to the neck. In gray, black, blue, and brown... **\$5.55**
\$15 Opera Evening Cloaks
Handsome evening wraps of French broadcloth in rich shades of tan, light, or navy blue, black, gray, and green, newest flowing draped models with silk velvet collars and cuffs and fancy button trimmings... **\$9.69**
\$25 to \$37.50 Eponge, Wide Wale and Cheviot Suits
Choice of women's finest tailored Suits, of all wool eponge, wide wale serge, and heavy rough cheviots, made in a large variety of this season's choicest styles, including the plain rich repleated plain man tailored garment with all seams buffed edged, or eponge suits, with finest of imitation fur, broad velvet or silk braid trimmings; warranted 2 season linings... **\$14.97**
\$20 Draped Novelty Coats
Sweetest of Boucle Cloth Coats in the plain or 2 toned colorings in every fashionable shade, nobbily made with the convertible storm high neck or low collar style. Fashioned with the fancy close fitting draped or plain back and the new front yoke effect. Large fancy button trimmings... **\$9.95**
Glorious Satin, Serge and Matelasse Dresses worth to \$10
Every taste can be gratified in the hundreds of handsome Dresses shown at this price. Every wanted color is in lot. Styles include the popular shadow lace Vestee, the new hood front and side model, and richly silk braid and velvet trimmed garments... **\$4.95**

Phenomenal Waist and Sweater Values
\$1.00 All-over Embroidery Waists.
Women's nobby white sheer linen waists, in open front or back style. Handsome all-over embroidered fronts; high neck, long sleeves... **47c**
\$1.25 White Lingerie Waists.
Dainty crisp Voile and Lingerie Waists, in dozens of beautiful models to select from. Finest of lace and embroidery and self-silk braided trimmings. In open front or button back style; Dutch or high necks... **69c**
Elegant Ruffled Voile Blouses and Tailored Waists.
White and Colored Clifton Voile Blouses, in dozens of this season's popular ruffled styles; made with or without the fashionable drop sleeves and yoke backs. Also serviceable mat-tailored linen shirts, plain or embroidery trimmed, made with laundered collars and cuffs... **98c**
\$2.50 Silk, Clifton, and Lace Waists
Hundreds of exquisite Dressy Waists, for street or evening wear, in light evening or serviceable colorings; made of finest shadow lace and nets, with ribbon foundations; elegant quality silks, satins or silk chiffon... **\$1.98**
\$3.50 All-Wool Sweaters.
Women's and Misses' close-woven, fancy or plain weave, all-wool Saxony Yarn Coat Sweaters; made with roll collar, hip pockets, shaped back, and French cuffs. In red, white, blue, and gray... **\$1.98**
\$5.00 Belted Norfolk Sweaters.
In popular shades of green, bright red, blue, gray, and white; extra close plain weave; large button trimmings and French cuffs. In all around... **\$1.98**

Our Girls' and Misses' Department Offers Unequaled Dress and Coat Values

\$1.50 and \$2.00 Girls' Galatea and Chambray Dresses
Handsomely assorted of rich stripe, plaid, and plain color galatea and chambray Dresses in the popular 2-piece Norfolk and midly style, or pretty strapped and fancy button trimmed models; 6 to 14 years... **97c**
50c Small Tots' Dresses
Plain tan and blue Linene and pretty stripe Percale Dresses for small tots, 2 to 4 years. Belted style with long sleeves and high necks... **23c**
\$5 Girls' All-Wool Serge Dresses
Strictly all wool storm serge Dresses for girls 6 to 15 years; made in the popular "Peter Thompson" model with emblem trimmed sailor collar and attached belt; 6 to 14 years... **\$2.97**
\$5.00 Girls' Coats
Nobby winter weight Kersey Coats in popular Balkan models, in blue, brown, green, in the popular "Peter Thompson" model with contrasting color collars, cuffs and attached belt; 6 to 14 years... **\$2.97**
\$8.50 Young Ladies' Coats
Misses' (13 to 19 years) Coats, of fashionable rough zibeline, 3/4 or full length round cutaway style with trimmed contrasting color collars and cuffs and fancy \$4.77 buttons... **\$4.95**
\$7.50 to \$10.00 Coats
Choice of handsome Coats of all wool beaver, camel's hair, and Kersey in plain shades and fancy mannish mixtures, stylishly made in Balkan or novelty effects, with velvet or braid trimmings for girls 6 to 14 years... **\$4.95**